

FIG. 1

200

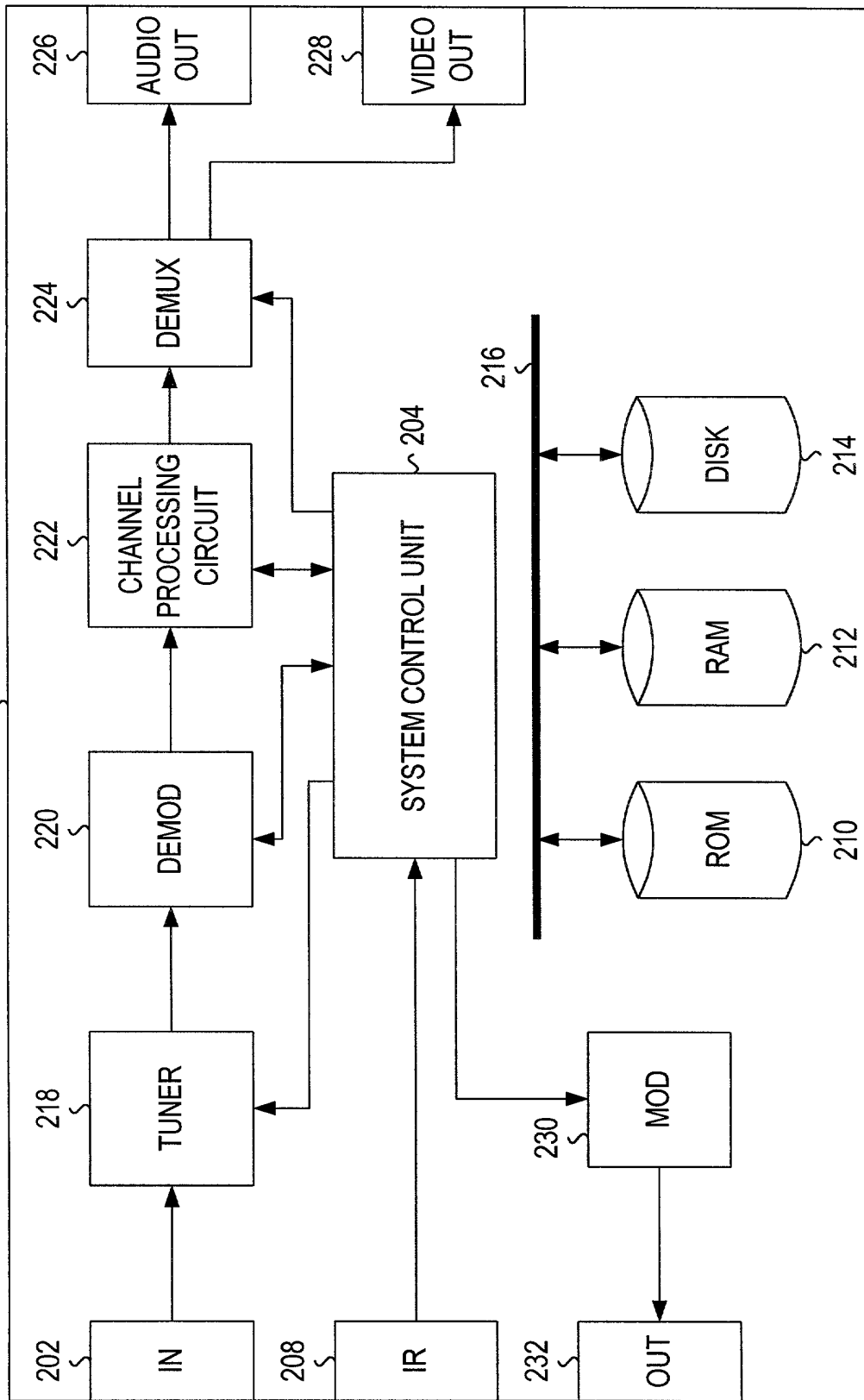


FIG. 2

300

Q_1	FORD	~ 301
Q_2	BURGER KING	~ 303
Q_3	REVLON	~ 305
Q_4	KMART	~ 307
.	.	
.	.	
.	.	
.	.	
Q_m	KIM'S GIFT SHOP	~ 321

FIG. 3

401 403 405 407 409 411 413 415 417 419 421 423

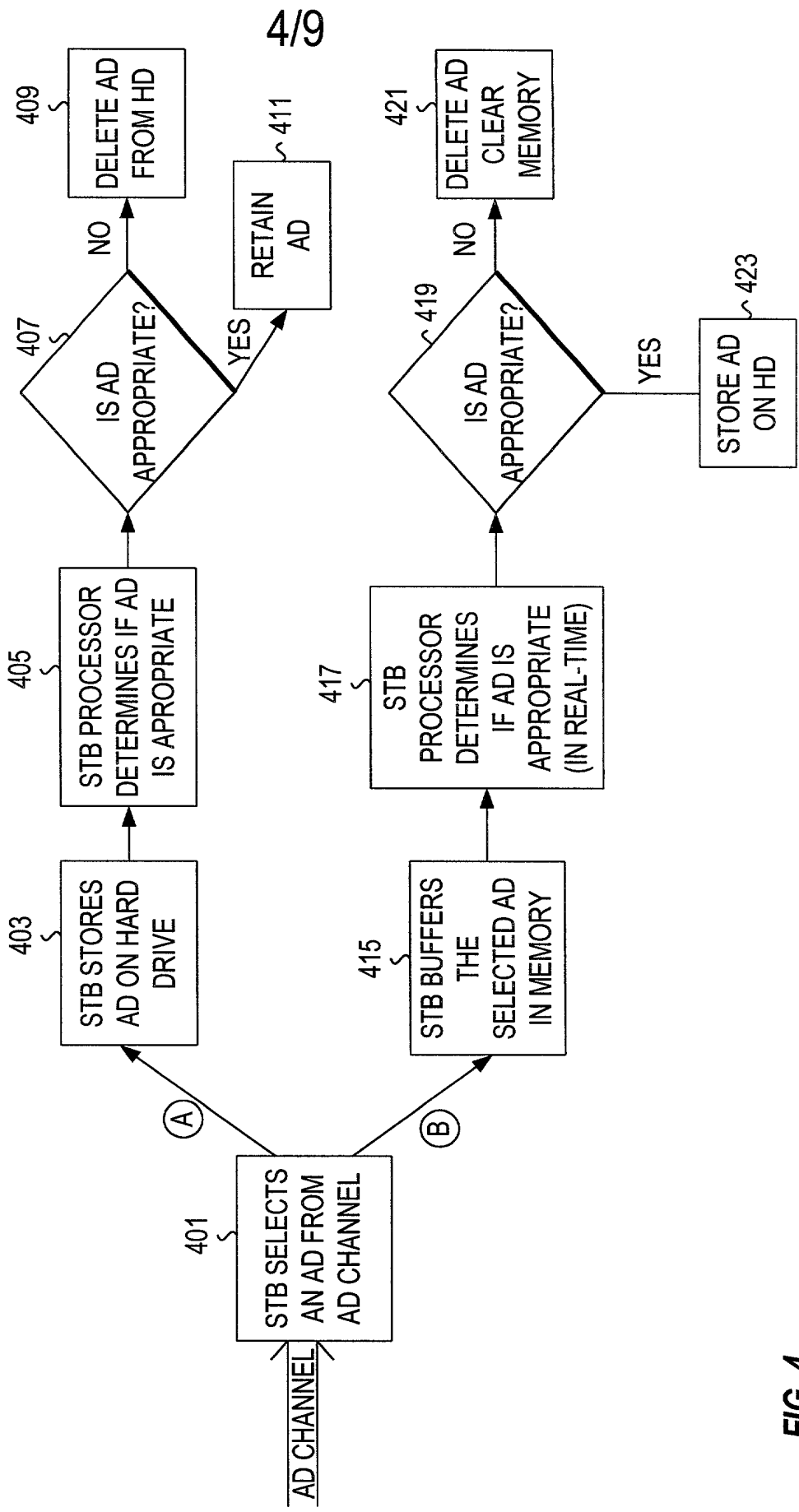


FIG. 4

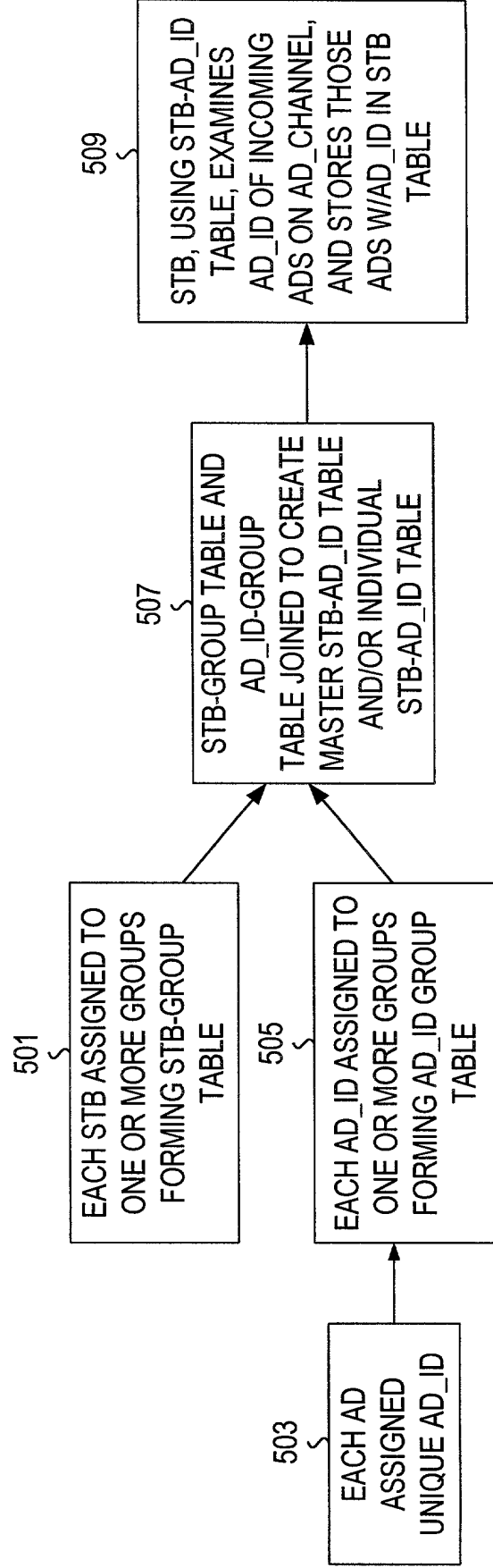


FIG. 5

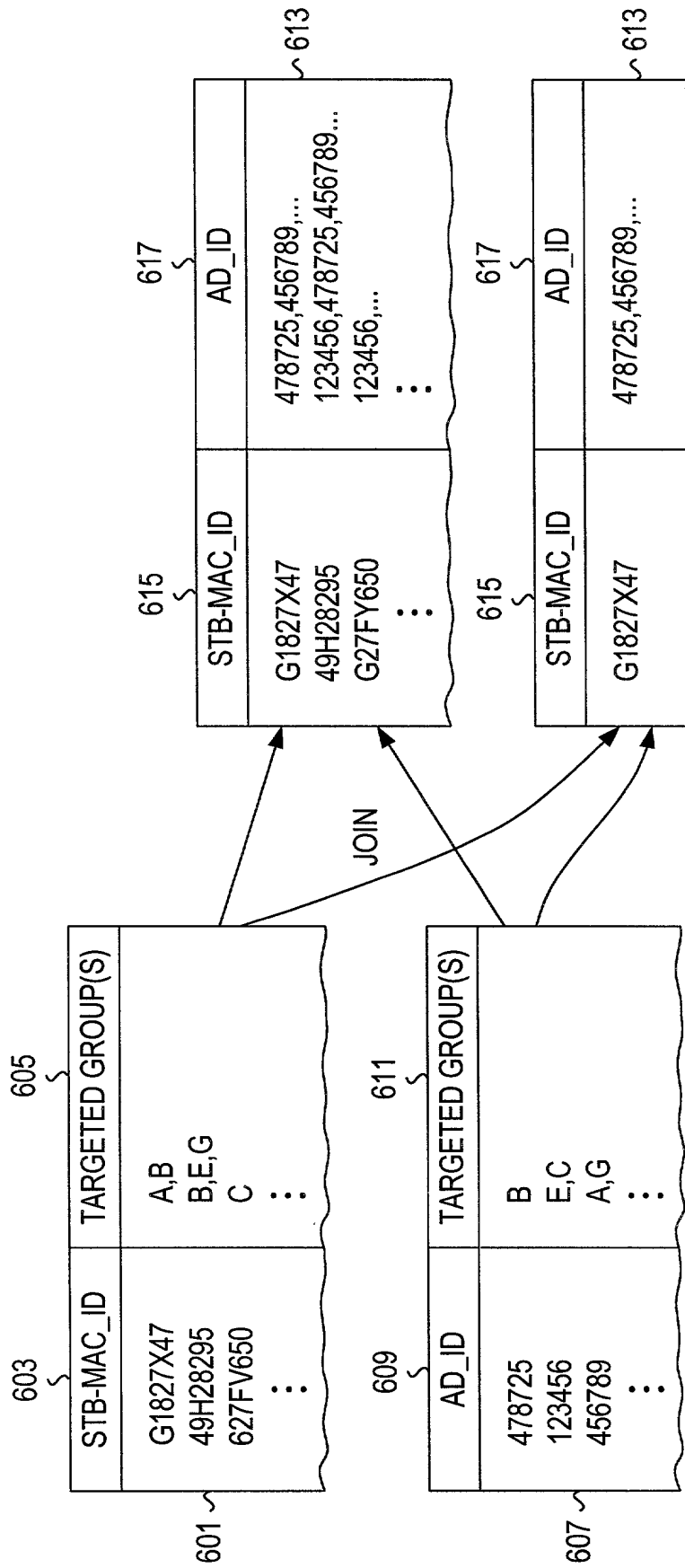


FIG. 6

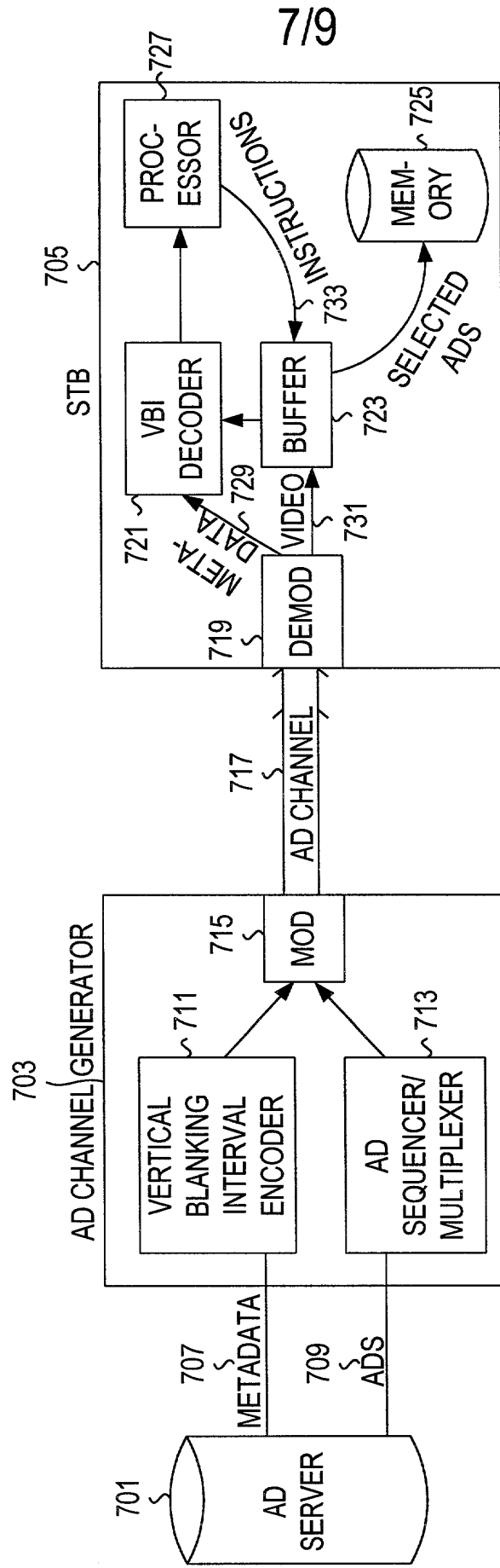


FIG. 7

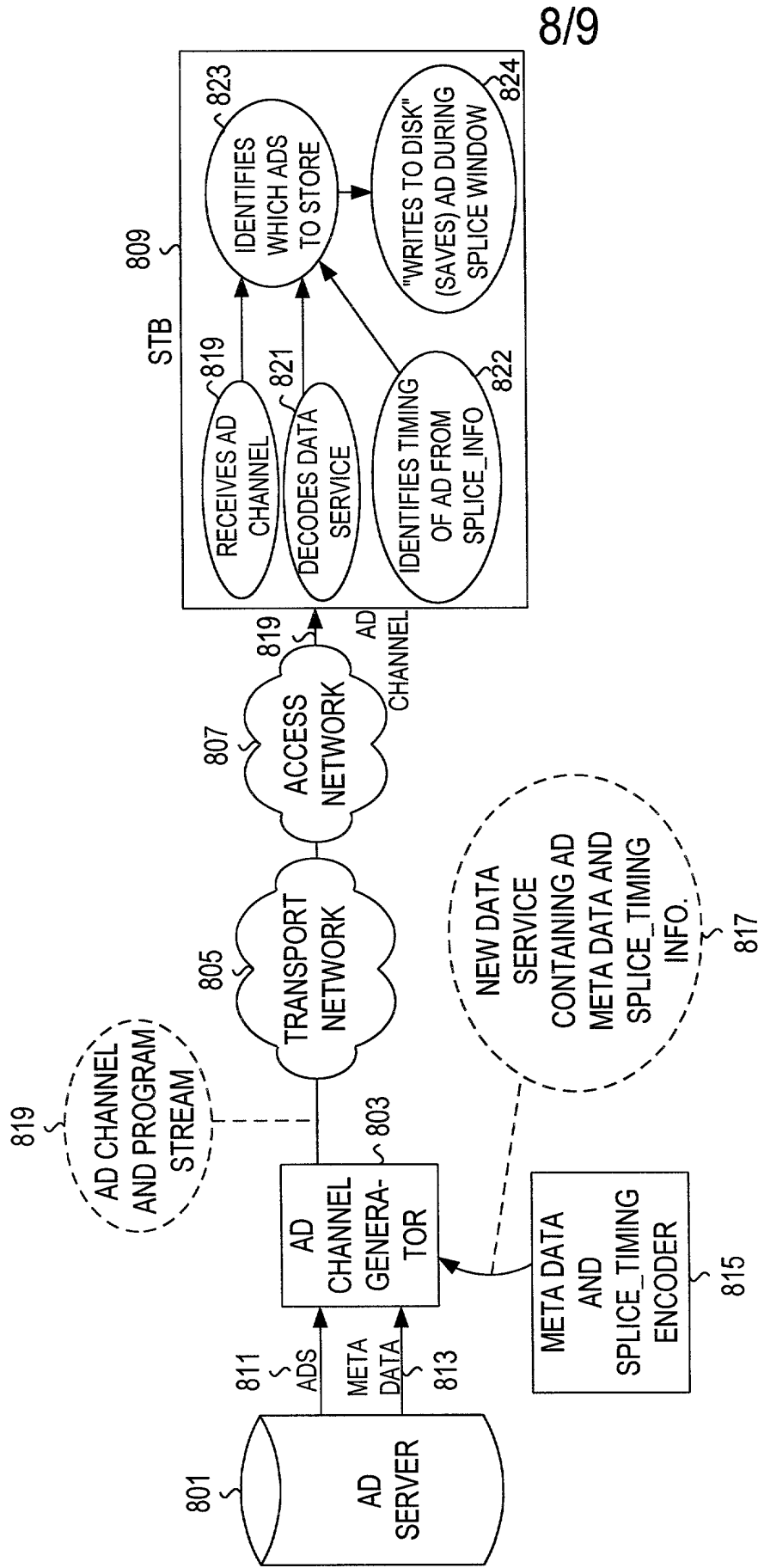


FIG. 8

FIG. 9 is a block diagram of a system for inserting advertisements into a program stream. The system includes a tuner (902) that extracts a program from a transport stream (MPTS) (901). The extracted program stream (910) is then processed by a cue detection module (912) and a scheduler (914). The scheduler (914) is connected to an ad storage unit (916) and an avail data unit (918). The scheduler (914) outputs an advertisement stream (915) to the cue detection module (912), which then outputs a program stream with inserted advertisements (905) to a decoder (906). The decoder (906) outputs the program stream with inserted advertisements (905) to a TV/display (908). The system also includes a watchdog module (920) and a profiler-identifier module (922) that receive a channel ID (920) from the tuner (902). The profiler-identifier module (922) outputs a clickstream to a remote control (924).

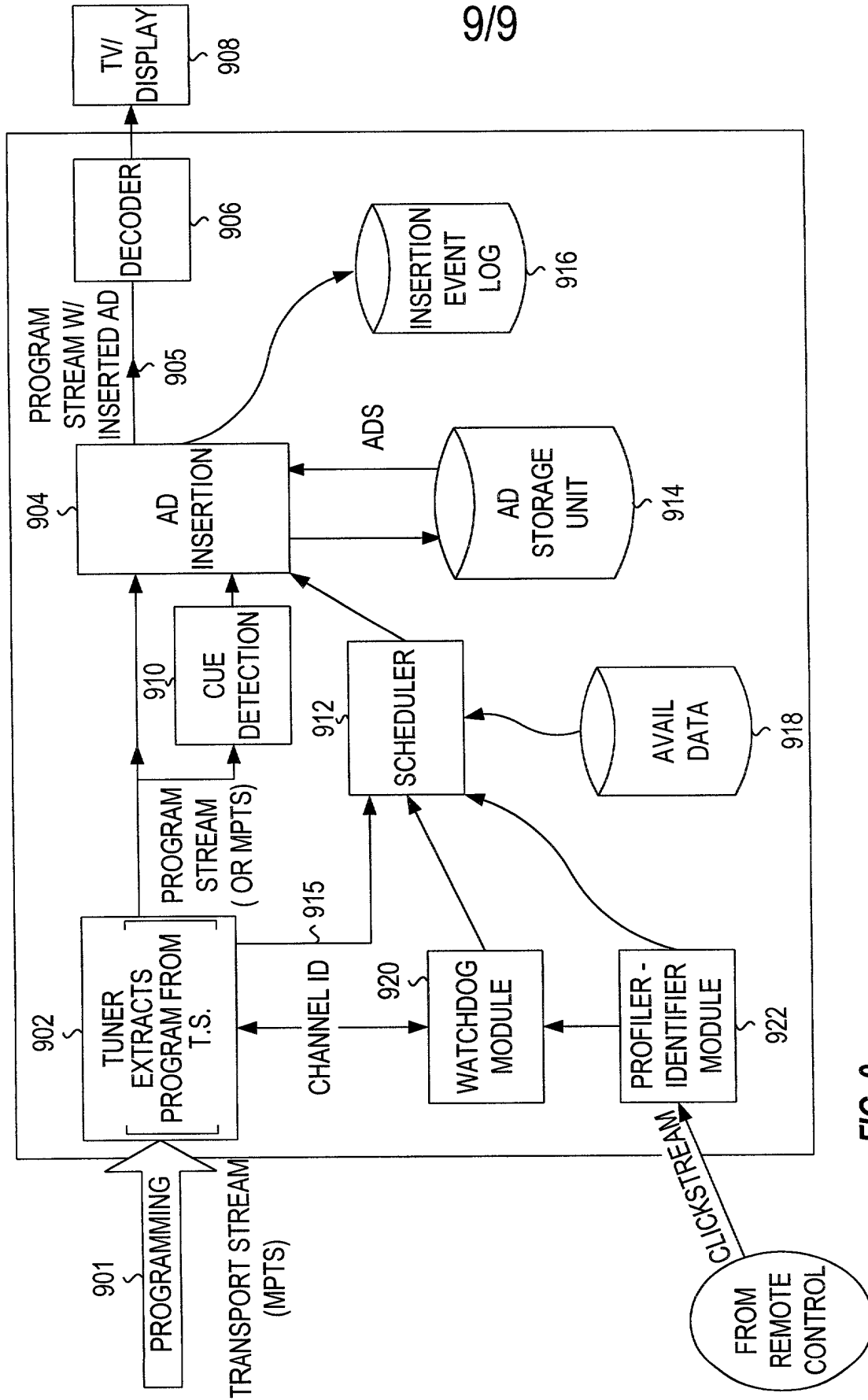


FIG. 9